

MINUTES

Strategic Planning Committee

Meeting: Monday, October 28, 2019, 4:00 PM

Location: Small Meeting Room

Present: Arthur Autorino; Joanna Buffington; Mary Shaw; Karen Strauss; Scott Kerry; Paul Lagg; Jacqui Beebe, Town Administrator

Not Present: Brian Ridgeway; Martin McDonald

Arthur Autorino, Vice Chair, called the meeting to order at 4:06 PM

Review and Approve Minutes

September 23, 2019

Scott Kerry made a motion to approve the minutes of September 23, 2019

Joanna Buffington seconded the motion

VOTE: Yes 5, No 0

Strategic Plan Finalized

How to Disseminate to the Public

Based on the recent article about Orleans and their process to update the plan yearly, it was suggested that the Charter Review Committee add a yearly review of the plan in the Charter. Art Autorino has already advised the Charter Review Committee.

Jacqui Beebe advised that the Select Board has set their goals based on the Strategic Plan and the current projects either in process or pending. Jacqui recommends that the Strategic Planning Committee present to the Select Board the final plan and then the Select Board would roll out their goals which would now be one with the Strategic Plan.

As the Committee reviewed the final plan, a few edits were noted. Paul Lagg will have the edits addressed.

Discussion and Finalization of Metrics

The Committee reviewed the metrics and discussed them in detail.

1. Preserve and Protect Coastal, Estuary, Pond and other Natural Resources
 - a. Water Quality
 - i. Can we add water quality levels that will help identify the measurement of improvement vs the current High, Medium Low which could be the priority level, but not a goal metric. We need to get a water quality rating which is based on several tests. Joanna Buffington will review with Jane Crowley, Health Agent, and determine what the metric will be and allow us to measure the improvement.
 - b. Solar and Other Renewable Location
 - i. Add a column for the amount of kWhs to be able to see if our usage increases or decreases
 - c. Municipal Green Initiatives
 - i. Everything from recyclable supplies to charging stations to green vehicles
 - d. Protected Open Space
 - i. Easy to show based on land totals of Open Space
 - ii. Add private land with a conservation restriction
 - iii. Clearly identify what the various categories of Open Space are
 1. Protected Open Space which will include the following:
 - a. CCNS owned
 - b. Town owned with a Conservation Restriction (CR)

- c. Conservation organizations
 - d. Private land with CR
 - 2. Unprotected Open Space which will include the following:
 - a. Town owned undeveloped
 - b. Private owned undeveloped
- e. Reduction of Wastewater Flow
 - i. We need to identify the baseline and then compare the measurements yearly
- f. Educational Programs
 - i. Health Department is measuring the number of courses and classes provided regarding wastewater
 - ii. Measure the number of physical attendees
 - iii. Measure the number of people who watch the educational session on the local channel, website, Facebook or other media options for a certain period of 7 days after the event
- 2. Encourage and Welcome a Diversity of Residents
 - a. Demographics
 - i. Paul Lagg will look at how and what the Town Census captures for data and then the committee will determine what measurement to use
 - b. Elementary School Enrollment
 - i. This is obtained from the school yearly
 - ii. Add Pre K (ages 3 & 4) through to High School
 - iii. Consider younger than Pre K as well
 - iv. Also Cape Cod Tech and others
- 3. Improve Travel Experience for All Users
 - a. Multi-modal Accommodations Consistent with Complete Streets Plan
 - i. Does not include Route 6 – Just focusing on Complete Streets
 - 1. Route 6 is a state road and must be addressed by MassDOT
 - 2. We can indicate what Eastham's wants but Eastham does not have control
 - 3. When will the MassDOT's Route 6 plan to be completed?
 - 4. Eastham can work with MassDOT and develop a Memorandum of Agreement
 - ii. The measurement outlined is the same as is currently being measured
 - iii. Can we simplify by just listing how many bike paths, sidewalks and cross walks put in this year, etc. – use the legend at the top of the current metrics page
- 4. Foster and Enhance Community Spirit
 - a. Community Events and Programs
 - i. This we can count based on events
 - ii. Would we carry over the annual events or just track new events – agreed to count all events
 - iii. Do not capture attendance – too difficult
 - b. Community Involvement
 - i. List of openings
- 5. Increase Diversity of Housing Options
 - a. Housing Statistics
 - i. The committee reviewed numbers currently listed as it comes from the census and the tax data base
 - ii. Are these categories correct? Do we need all of them? Paul Lagg will check into.
 - iii. We want year-round rental units available and number rented compared. Can obtain from Rental Certificates issued.
- 6. Provide and Enhance Access to Public Recreational Resources for All People
 - a. Access and Interpretation

- i. Accessibility is to focus on ADA compliance
- ii. Access is for everyone

Implementation Process

Postponed due to time

Process to Measure Implementation Process and Results

Postponed due to time

Strategic Planning Committee

Future Role and Responsibilities

Postponed due to time

Update Committee Charge

Postponed due to time

Other Business

- A discussion about the loss of Benten Niggel as the intern member of the committee took place. Based on the discussion, Scott Kerry will send an email to the Principal of the High School to see if we can get another intern for this committee.
- The target date for the presentation of the final plan to the Select Board was set for December 2, 2019
- To prepare for the presentation, the Strategic Planning Committee will meet on November 18, 2019 at 4 PM and they will also conduct a final review of metrics based on the edits made at this meeting
- The Committee agreed to cancel the November 25, 2019 meeting

Adjournment

Joanna Buffington made a motion to adjourn at 6:27 PM

Scott Kerry seconded the motion

VOTE: Yes 5, No 0

Respectfully submitted,



Laurie Gillespie-Lee